IN THE CLAIMS

Claims 1 – 156 have been cancelled without prejudice or disclaimer of subject matter.

Change to:

1 – 156. (cancelled)

157. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a risk management optimization method, comprising:

preparing data from a plurality of enterprise transaction systems for use in processing;

measuring a plurality of risks using at least a portion of said data;

identifying one or more risk management activities based upon said risks;

calculating an amount of capital available for said risk management activities using at least a portion of said data; and

determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

158. (new) The computer readable medium of claim 157, wherein measuring a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

159. (new) The computer readable medium of claim 157 wherein a market value further comprises one or more categories of value selected from the group consisting of an current operation, real option, market sentiment and combinations thereof.

160. (new) The computer readable medium of claim 157 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

161. (new) The computer readable medium of claim 160, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

162. (new) The computer readable medium of claim 160, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

163. (new) The computer readable medium of claim 157, wherein identifying and measuring a plurality of risks further comprises:

developing a computational model of organization market value by category of value, element of value and external factor by completing a series of multivariate analyses in an automated fashion using at least a portion of the data, and

quantifying a plurality of risks by a category of value using said model, where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

164. (new) The computer readable medium of claim 163 wherein the method further comprises quantifying risk by element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

165. (new) The computer readable medium of claim 157 that further supports an optimization of aspects of financial performance selected from the group consisting of current operation value, real option value, market sentiment value and combinations thereof.

166. (new) The computer readable medium of claim 157 where determining an optimal combination of risk management activities further comprises using a method selected from the group consisting of quasi Monte Carlo, genetic algorithm, multi-criteria optimization and linear programming.

167. (new) The computer readable medium of claim 157 where the method further comprises:

using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management activities.

168. (new) The computer readable medium of claim 157 where preparing data from a plurality of enterprise transaction systems for use in processing further comprises:

using metadata mapping to convert, integrate and store a plurality of enterprise related data from a plurality of enterprise related systems in accordance with a metadata standard

where a metadata standard is selected from the group consisting of xml and metadata coalition specification and a metadata mapping table is used to support the integration, conversion and storage of data.

169. (new) A risk management optimization system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

prepare data from a plurality of enterprise transaction systems for use in processing;

measure a plurality of risks using at least a portion of said data;

identify one or more risk management activities based upon said risks;

calculate an amount of capital available for said risk management activities using at least a portion of said data; and

determine a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within one or more constraints of the available capital.

170. (new) The system of claim 169, wherein measuring a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

171. (new) The system of claim 169 wherein a market value further comprises one or more categories of value selected from the group consisting of an current operation, real option, market sentiment and combinations thereof.

172. (new) The system of claim 169 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

173. (new) The system of claim 172, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

174. (new) The system of claim 172, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

175. (new) The system of claim 169, wherein identifying and measuring a plurality of risks further comprises:

developing a computational model of organization market value by category of value, element of value and external factor by completing a series of multivariate analyses in an automated fashion using composite applications and at least a portion of the data, and

quantifying a plurality of risks by a category of value using said model, where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

176. (new) The system of claim 175 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building predictive models using transaction data, determining a net element of value contribution for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

177. (new) The system of claim 169 wherein the method further comprises quantifying risk by element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

178. (new) The system of claim 169 that further supports an optimization of aspects of financial performance selected from the group consisting of current operation value, real option value, market sentiment value and combinations thereof.

179. (new) The system of claim 169 where determining an optimal combination of risk management activities further comprises using a method selected from the group consisting of quasi Monte Carlo, genetic algorithm, multi-criteria optimization and linear programming.

180. (new) The system of claim 169 where the method further comprises:
    using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management activities.

181. (new) The system of claim 169 where preparing data from a plurality of enterprise transaction systems for use in processing further comprises:
    converting and storing a plurality of enterprise related data from a plurality of enterprise related systems in accordance with an xml or metadata coalition metadata standard.

182. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a data method, comprising: using metadata mapping to integrate a plurality of enterprise related data from a plurality of enterprise related systems in accordance with a metadata standard where a metadata standard is selected from the group consisting of xml and metadata coalition standard.

183. (new) The computer readable medium of claim 182 where a plurality of enterprise related systems further comprise transaction systems that are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

184. (new) The computer readable medium of claim 182 wherein metadata mapping is guided by a metadata mapping table.

185. (new) The computer readable medium of claim 184 wherein a metadata mapping table is established using a metadata and conversion rules window.

186. (new) The computer readable medium of claim 182 where a data method further comprises storing a plurality of integrated data in one or more tables to support organization processing.

187. (new) The computer readable medium of claim 182 where a data method further comprises converting a plurality of enterprise related data from a plurality of organization related systems to a common schema at the time of integration.

188. (new) The computer readable medium of claim 187 where a common schema defines common attributes selected from the group consisting of categories of value, components of value, elements of value, enterprise designations, risks, time periods, units of measure and combinations thereof

189. (new) The computer readable medium of claim 187 where a data method further comprises storing a plurality of converted and integrated enterprise related data in one or more tables to support organization processing.

190. (new) The computer readable medium of claim 182 where a data method further comprises converting a plurality of enterprise related data from a plurality of organization related systems to a common xml schema at the time of integration.

191. (new) The computer readable medium of claim 190 where a common xml schema defines common attributes from the group consisting of categories of value, components of value, elements of value, enterprise designations, time periods, units of measure and combinations thereof

192. (new) The computer readable medium of claim 190 where a data method further comprises storing a plurality of converted and integrated enterprise related data in one or more tables to support organization processing.

193. (new) The computer readable medium of claim 182 wherein a plurality of enterprise related data further comprises transaction data.

194. (new) A data method, comprising:

converting a plurality of enterprise related transaction data from a plurality of enterprise related systems to a common metadata standard

where a metadata standard is selected from the group consisting of xml and metadata coalition standard.

195. (new) The method of claim 194 where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

196. (new) The method of claim 194 where a metadata mapping table and a conversion rules table are used to support said conversions of data.

197. (new) The method of claim 196 wherein a metadata and conversion rules window is used to establish a metadata mapping table and a conversion rules table.

198. (new) The method of claim 194 wherein a metadata standard defines a common schema where said common schema identifies data designations from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

199. (new) The method of claim 194 where a data method further comprises storing a plurality of converted data in one or more tables to support organization processing.

200. (new) The method of claim 199 where one axis of each of one or more tables is defined by data designations from the group consisting of components of value, sub components of value, known value drivers, elements of value, non-relevant attributes and combinations thereof.